

**REMARKS**

Claims 1, 4 and 6-9 are pending in this application. By this Amendment, claims 1, 4 and 6-9 are amended. No new matter has been added by these amendments. Support for the amendments can be found in Figs. 10 and 11 and pages 40-43 of the specification, for example. Claim 2 is canceled without prejudice to or disclaimer of the subject matter recited therein. Reconsideration of the application in view of the above amendments and the following remarks is respectfully requested.

The courtesies extended to Applicant's representative by Examiner Gort at the telephone interview held May 16, 2008 are appreciated. The reasons presented at the interview as warranting favorable action are incorporated into the remarks below and constitute Applicant's separate record of the interview.

The Office Action rejects claims 1, 2, 4 and 6-9 under 35 U.S.C. §112, second paragraph. Applicant has amended claim 1 to clarify and provide proper antecedent basis for the claim terms "unique information" and "products." Furthermore, Applicant has amended claim 7 based upon the Examiner's helpful comments and claim 9 to clarify that the customer identifier is created. Accordingly, Applicant respectfully requests that the rejection be withdrawn.

The Office Action rejects claims 1 and 2 under 35 U.S.C. §103(a) over Husted in view of U.S. Patent No. 6,493,677 to von Rosen et al. (hereinafter "von Rosen"); claims 4, 6 and 7 under 35 U.S.C. §103(a) over Husted in view of von Rosen and further in view of Cunningham; and claims 8 and 9 under 35 U.S.C. §103(a) over Husted in view of von Rosen and the Examiner's Official Notice of tracking numbers. As claim 2 is canceled, the rejections of claims 1, 4, and 6-9 are respectfully traversed.

Claim 1 calls for a method for selling, over a transmission network, products that indicate unique information, such that the steps of preparing and displaying the preview

image of the product are performed in real time in response to all selected variations of the plurality of unique information and characters input at the client device, such that all of the selected variations of the plurality of unique information and the characters input are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser. The Office Action, on page 5, admits that Husted fails to disclose the above-mentioned features.

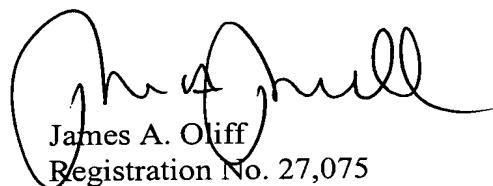
As discussed with Examiner Gort during the telephone interview, Von Rosen's Fig. 8B discloses that on one page of a browser the user is able to add personalized text (unique information and characters input) to a product without a real time preview of such text on the product. Von Rosen's Fig. 9c discloses that on another page of the browser there is provided an applet for cropping the graphic image 194 (unique information), and a preview window 192 that displays what the label will look like after the image has been cropped. Therefore, a user can only preview and select all variations of the features of the label by returning to previous pages of the browser. Thus, von Rosen also fails to teach or suggest, "all of the selected variations of the plurality of unique information and the characters input are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser," (emphasis added) as recited by claim 1. Cunningham fails to overcome the deficiencies of Husted and von Rosen in disclosing or suggesting the above-mentioned features.

Thus, claim 1 is patentable over the applied references. Furthermore, claims 4 and 6-9 are patentable for at least the same reasons, as well as for the additional features they recite. Accordingly, Applicant respectfully requests that the rejections be withdrawn.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



James A. Oliff  
Registration No. 27,075

Rodney H. Rothwell, Jr.  
Registration No. 60,728

JAO:RHR/khm

Date: May 27, 2008

**OLIFF & BERRIDGE, PLC**  
**P.O. Box 320850**  
**Alexandria, Virginia 22320-4850**  
**Telephone: (703) 836-6400**

<b>DEPOSIT ACCOUNT USE AUTHORIZATION</b> Please grant any extension necessary for entry; Charge any fee due to our Deposit Account No. 15-0461
--